



Handling Complaints

The customer's perception of a company is based on how the frontline personnel handle the first contact. A concentrated awareness of the customer's expectations, brought about by use of highly developed communication skills, will lead to a more profitable relationship, satisfactory to both company and client. It is common to have customers that are difficult to handle and have complaints. To be able to deal with these scenarios in a professional manner, to have a satisfied customer is a skill in itself.

Expected Accomplishments

- Identify the reasons behind customer anger and dissatisfaction
- Learn about customer animosity and deal with it effectively
- Know how to manage customer expectations
- Apply appropriate skills and techniques for dealing with angry/difficult customers

Course Outline

- Why customers get angry:
 - What really leads to customer disappointment/anger?
 - Understanding the signs of customer frustration
 - New dimension for building customer relations
- Causes of complaints and anger
 - The customer as a controlling function
 - Analyzing the root causes of complaints and dissatisfaction
 - How to deal with customer complaints
 - Understanding the organizational procedures and processes
 - How to turn customer complaints into opportunities
- Identifying the problems and real issues:
 - Identifying the primary, secondary and tertiary issues beneath customer problems
 - Develop the skills to deal with customer difficulties/problems
- Managing customer expectations
 - Understanding what the customer needs
 - What is the role of customer emotions and their impact on the business?
 - How to manage the key factors for success
- Handling difficult customers professionally
 - Benefits of a professional approach to difficult customers
 - Dos and don'ts

Who Can Benefit

Personal working in sales, customer service, help desk and anyone who interacts with customers on a regular basis





Related Training

- Customer Service Excellence
- Managing Time & Stress
- Emotional Intelligence
- Utilizing NLP in the Workplace

Duration

2 days

Mode

Consultant led classes including practical exercises, case studies, role-play and team assignments

Prerequisites

Reasonable command of the English language

Course Code: CSS-220

